Qichen Tan (Allan)

+1 (817) 266-6398 | qt2167@columbia.edu | Long Island City, NY

Quantitative marketing analyst with hands-on experience in marketing analytics, growth experimentation, and Python/SQL data analysis across startups and enterprise.

EDUCATION

Columbia University Expected Dec 2026
M.A. in Quantitative Methods in the Social Sciences (QMSS) | GPA: 4.0
University of California, Davis 2021 - 2025
B.A. in Economics and Communication | GPA: 3.53/4.0

EXPERIENCE

Strategic Marketing Intern | Alfa Laval | Shanghai, China **Jun 2026 - Present**

- Clean and analyze market and sales data in Excel; develop charts, trackers, and reports supporting portfolio updates, commercial planning, and market opportunity assessment.
- Conduct market research across target industries, customer segments, product applications, and competitor offerings; synthesize findings into business briefs for strategic marketing and commercial excellence stakeholders.

Marketing Analytics Intern | Gala Circle Inc. | New York, NY **Mar 2026 - Jun 2026**

- Used Python and Excel to analyze restaurant-technology competitors, including Chowbus, and identify market positioning and growth opportunities for sales and marketing teams.
- Supported go-to-market execution for a restaurant point-of-sale startup through integrated digital and email campaigns focused on small-business client acquisition.

Consultant Intern | Detecon International | Beijing, China **Jul 2024 - Oct 2024**

- Analyzed vehicle performance, pricing, positioning, and large-scale test data in Excel; translated competitive trends into actionable insights for strategic decision-making.
- Supported an Audi strategy engagement on China's new energy vehicle market through competitive intelligence, market analysis, and benchmarking of BYD, NIO, and other leading manufacturers.

Data Analyst Intern, Fixed Income | China Securities Co., Ltd. | Beijing, China **Apr 2024 - Jul 2024**

- Benchmarked 10+ public companies using Python (pandas, NumPy); identified performance outliers incorporated into initial public offering readiness assessments.
- Led a deep-dive analysis of China's contract research and manufacturing (CXO) sector, assessing total addressable market, competitive dynamics, and growth drivers to inform investment prioritization.

Growth & Monetization Operations Intern | Mission Matter | Los Angeles, CA **Dec 2023 - Apr 2024**

- Planned and executed multi-channel growth campaigns, defining audience targeting, A/B testing content, and refining creative based on engagement data to improve user-acquisition efficiency.
- Managed a partnership pipeline spanning sponsorships, co-marketing, and content collaborations, contributing to a 20% increase in business-to-business partnership conversion.

SELECTED PROJECTS

Fraud Detection in Job Postings | Columbia University **Sep 2025 - Dec 2025**

- Led a 10-person team in building a natural language processing pipeline on the 17,880-record EMSCAD dataset using TF-IDF, regex cleaning, and lemmatization.
- Benchmarked Logistic Regression, Linear SVM, and Naive Bayes; the best-performing Linear SVM achieved 98.2% accuracy and a 0.819 F1-score for the fraud class.

Cancer Data Analysis & AI Consultation Assistant | MSKCC **Mar 2026 - Jun 2026**

- Analyzed cBioPortal cancer data through exploratory analysis, feature cleaning, and interpretable statistical modeling to examine clinical outcomes under real-world data constraints.
- Built an AI-assisted workflow prototype with Next.js, TypeScript, FastAPI, and the OpenAI API to convert clinician notes into structured summaries, action items, and patient-facing drafts.

SKILLS

Analytics & Tools: Python, SQL, R, Excel, scikit-learn, NLTK, PowerPoint, Stata, EViews, Mathematica
Business: Marketing Analytics, Growth Analytics, Campaign Optimization, A/B Testing, Market Research, Competitive Intelligence, Go-to-Market Strategy, Monetization Strategy, Commercial Excellence